

## **AMENDMENTS TO THE CLAIMS**

1. (currently amended) A method of building a customer retention model comprising the following steps:

identifying data elements, said data elements including frequent flyer program membership information; passenger flying data; booking channel data; ticketing data; and costs;  
identifying data sources;  
laying out a data file format;  
identifying statistical and analytical packages; and  
applying statistical and analytical packages to data from data sources fulfilling data elements identified in the data file format to perform customer retention.

2. (cancelled)

3. (original) The method as claimed in claim 1, wherein the data sources include at least one of an internal data source and an external data source.

4. (original) The method as claimed in claim 3, wherein the internal data source includes:

customer data;

revenue management data;

flight scheduling data;

sales channel data; and

travel agency data.

5. (original) The method as claimed in claim 3, wherein the external data source includes at least one of a public data source and a private data source.

6. (original) The method as claimed in claim 5, wherein the public data source includes Department of Transportation data, Federal Aviation Administration data, Official Airline Guide data, Boeing data, Rolls-Royce data, and NASA data.

7. (original) The method as claimed in claim 5, wherein the private data source includes Dun & Bradstreet data, Acxiom data, Experian data, Credit Bureau Data Sources, and American Express data.

8. (currently amended) A method of building a customer retention model comprising the following steps:

identifying data elements, said data elements including

frequent flyer program membership information;

passenger flying data;

booking channel data;

ticketing data; and

costs;

identifying data sources;

laying out a data file format;

identifying statistical and analytical packages; and

applying statistical and analytical packages to data from data sources

fulfilling data elements identified in the data file format to identify customers for customer retention.

9. (cancelled)

10. (original) The method as claimed in claim 8, wherein the data sources include at least one of an internal data source and an external data source.

11. (original) The method as claimed in claim 9, wherein the internal data source includes:

customer data;

revenue management data;

flight scheduling data;

sales channel data; and

travel agency data.

12. (original) The method as claimed in claim 9, wherein the external data source includes at least one of a public data source and a private data source.

13. (original) The method as claimed in claim 11, wherein the public data source includes Department of Transportation data, Federal Aviation Administration data, Official Airline Guide data, Boeing data, Rolls-Royce data, and NASA data.

14. (original) The method as claimed in claim 11, wherein the private data source includes Dun & Bradstreet data, Acxiom data, Experian data, Credit Bureau Data Sources, and American Express data.

15. (cancelled)

16. (currently amended) A method of identifying highly valued customers of an airline using a Customer Value Metric Model comprising:

determining a frequency value for each customer, said frequency value comprising a measurement of flight activities for each customer within a specified time period;

determining a net revenue contribution value for each customer, said net revenue contribution value comprising a dollar value measurement for each customer's contribution to the airline's bottom line within said specified time period;

scoring the frequency value and net revenue contribution value for each customer; and

identifying the highly valued customers by ranking the customers based on the ~~score~~ scores.

17. (currently amended) The method as claimed in ~~claim 4~~ claim 16, comprising:

ranking the customers based on the frequency value score.

18. (currently amended) The method as claimed in ~~claim 4~~ claim 16, comprising:

ranking the customers based on the net revenue contribution value score.

19. (currently amended) The method as claimed in ~~claim 4~~ claim 16, further comprising:

sorting the scores based on score pairs including frequency value and net revenue contribution value.

20. (original) The method as claimed in claim 19, further comprising:  
sorting matching score pairs based on net revenue contribution value;  
dividing the customers into N groups;  
assigning a numerical value 1-N to each group; and  
ranking the customers based on the assigned numerical value to identify the highly valued customers.

21. (original) The method as claimed in claim 20, wherein N is 100.